

MAR 11 2008

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Patent Application of:  
Jonathan Dorfman

Application No.: 09/372,416

Group Art Unit: 2178

Filed: August 11, 1999

Examiner: Huynh, Thu V.

For: System and method for real-time bidding for  
Internet advertising space

**REPLY TO NON-FINAL OFFICE ACTION**  
**MAILED SEPTEMBER 11, 2007**

**Via fax: (571) 273-8300**

**Mail Stop Amendment**  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Dear Sir:

This is a reply to the non-final Office Action ("Office Action") mailed on September 11, 2007. In view of the arguments beginning on page 13, reconsideration of the Examiner's rejections and allowance of the present application is respectfully requested.

**Petition for Extension of Time** on page 2

**Fee Calculation** on page 2

**Amendment to the Claims** begins on page 3

**Remarks / Argument** begins on page 13